

## ORDER



KLAS

**Orders**  
**Order / Rev:** 36925  
**Alt Order #:** 08837306  
**Product Desc:** NRCC / SCHEDULE 2  
**Estimate:** 2958  
**Flight Dates:** 09/28/12 - 10/04/12  
**Original Date / Rev:** 08/08/12 / 09/27/12  
**Order Type:** GENERAL

**Primary AE:** Mike Jones  
**Sales Office:** K-WAS  
**Sales Region:** National

**Agency Name:** National Media Inc  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** NRCC  
**Demographic:** A35+  
**Product Codes:** PO4  
**Priority:** LV2  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:** 11/29/08  
**Order Separation:** 00:10:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	12	\$40,150.00	\$34,127.50
10/01/12	10/04/12	33	\$36,200.00	\$30,770.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	12	\$40,150.00	\$34,127.50	0.00
October 2012	33	\$36,200.00	\$30,770.00	0.00
<b>Totals</b>	<b>45</b>	<b>\$76,350.00</b>	<b>\$64,897.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$76,350.00
Market	100%	\$254,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$63,625.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$12,725.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	09/28/12	09/28/12	8 News Now 5a M-F	CM	5-6a	----F--	:30	1	\$800.00	LV1	0.00	NM	1	\$800.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 ----F-- 1 \$800.00 0.00															
E 2	8	10/01/12	10/04/12	8 News Now 5a M-F	CM	5-6a	MTWT---	:30	4	\$800.00	LV1	0.00	NM	4	\$3,200.00

[illegible]

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 Estimate: 2958  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	8	09/28/12	09/28/12	8 News Now 5-630p M-F	CM	5-630p	----F--	:30	1	\$1,300.00	LV1	0.00	NM	1	\$1,300.00
8 News Now 5-630p M-F															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,300.00		0.00			
E 13	8	10/01/12	10/04/12	8 News Now 5-630p M-F	CM	5-630p	MTWT---	:30	2	\$1,300.00	LV1	0.00	NM	0	\$0.00
8 News Now 5-630p M-F															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					2	\$1,300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/01/12-10/07/12		8 News Now 5-630p M-F		5-630p	MTWTh----	:30		<del>(\$1,300.00)</del>		0.00	NM		
See MG 18.2,18.3,18.4															
[da]															
2	8	10/01/12-10/07/12		8 News Now 5-630p M-F		5-630p	MTWTh----	:30		<del>(\$1,300.00)</del>		0.00	NM		
See MG 18.2,18.3,18.4															
[da]															
E 14	8	09/28/12	09/28/12	8 News Now 5-630p M-F	CM	5-630p	----F--	:30	1	\$1,300.00	LV1	0.00	NM	0	\$0.00
8 News Now 5-630p M-F															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,300.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/24/12-09/30/12		8 News Now 5-630p M-F		5-630p	----F--	:30		<del>(\$1,300.00)</del>		0.00	NM		
See MG 18.2,18.3,18.4															
[da]															
E 15	8	10/01/12	10/04/12	8 News Now 5-630p M-F	CM	5-630p	MTWT---	:30	4	\$1,300.00	LV2	0.00	NM	4	\$5,200.00
8 News Now 5-630p M-F															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					4	\$1,300.00		0.00			
E 16	8	09/28/12	09/28/12	7-8p Rotator	CM	7-8p	----F--	:30	1	\$1,100.00	LV1	0.00	NM	1	\$1,100.00
7-8p Rotator															
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,100.00		0.00			
E 17	8	10/01/12	10/04/12	7-8p Rotator	CM	7-8p	MTWT---	:30	6	\$1,100.00	LV2	0.00	NM	6	\$6,600.00
7-8p Rotator															
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					6	\$1,100.00		0.00			
E 18	8	09/28/12	09/28/12	730-8p Insider	CM	730-8P	----F--	:30	1	\$1,200.00	LV1	0.00	NM	3	\$31,650.00
Insider															
INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/24/12-09/30/12		730-8p Insider		730-8P	----F--	:30		<del>(\$1,200.00)</del>		0.00	NM		
See MG 18.2,18.3,18.4															
[da]															
2	8	09/24/12-09/30/12		Fri 8-9p		8-9p	-----F----	:30		\$7,500.00		0.00	NM		
Ⓜ MG for 11.1,19.4,19.2,19.1,13.1,14.1,13.2,11.2,19.3,21.1,18.1															
3	8	09/24/12-09/30/12		Wed 10-11p		10-11p	--W-----	:30		\$15,000.00		0.00	NM		
Ⓜ MG for 11.1,19.4,19.2,19.1,13.1,14.1,13.2,11.2,19.3,21.1,18.1															
4	8	09/24/12-09/30/12		Sun 9-10p		9-10p	-----Su	:30		\$9,150.00		0.00	NM		
Ⓜ MG for 11.1,19.4,19.2,19.1,13.1,14.1,13.2,11.2,19.3,21.1,18.1															
E 19	8	10/01/12	10/04/12	730-8p Insider	CM	730-8P	MTWT---	:30	4	\$1,200.00	LV1	0.00	NM	0	\$0.00
Insider															
INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					4	\$1,200.00		0.00			

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 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	8	10/01/12	10/04/12	730-8p Insider Insider	CM	730-8P	MTWT---	:30	4	\$1,200.00	LV1	0.00	NM	0	\$0.00
INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					4	\$1,200.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	10/01/12-10/07/12		730-8p Insider		730-8P		MTWTh-----	:30	<del>(\$1,200.00)</del>		0.00	NM		
See MG 18.2,18.3,18.4															
[da]															
2	8	10/01/12-10/07/12		730-8p Insider		730-8P		MTWTh-----	:30	<del>(\$1,200.00)</del>		0.00	NM		
See MG 18.2,18.3,18.4															
[da]															
3	8	10/01/12-10/07/12		730-8p Insider		730-8P		MTWTh-----	:30	<del>(\$1,200.00)</del>		0.00	NM		
See MG 18.2,18.3,18.4															
[da]															
4	8	10/01/12-10/07/12		730-8p Insider		730-8P		MTWTh-----	:30	<del>(\$1,200.00)</del>		0.00	NM		
See MG 18.2,18.3,18.4															
[da]															
E 20	8	09/29/12	09/29/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p	-----S-	:30	2	\$500.00	LV1	0.00	NM	3	\$1,000.00
ENTERTAINMENT TONIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					2	\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/24/12-09/30/12		Sat 7-8p - ET Wknd		7-8p		-----Sa--	:30	<del>(\$500.00)</del>		0.00	NM		
See MG 20.3,20.4															
[due oversell, dsc and mmo]															
3	8	10/01/12-10/04/12		8 News Now 4-5a		4-5a		MTWTh-----	:30	\$250.00		0.00	NM		
Ⓜ MG for 20.1 09/29															
4	8	10/01/12-10/04/12		8 News Now 4-5a		4-5a		MTWTh-----	:30	\$250.00		0.00	NM		
Ⓜ MG for 20.1 09/29															
E 21	8	09/30/12	09/30/12	Sun 530-6p Ins Ed Wknd Inside Edition Wknd	CM	530-6p	-----S	:30	1	\$450.00	LV1	0.00	NM	0	\$0.00
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	8	09/24/12-09/30/12		Sun 530-6p Ins Ed Wknd		530-6p		-----Su	:30	<del>(\$450.00)</del>		0.00	NM		
See MG 18.2,18.3,18.4															
[da]															
E 22	8	10/02/12	10/02/12	Tue 10-11p Vegas	CM	10-11p	-T-----	:30	1	\$7,500.00	LV2	0.00	NM	1	\$7,500.00
VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$7,500.00		0.00			
E 23	8	09/28/12	09/28/12	Letterman Letterman	CM	1135p-1237a	----F--	:30	1	\$750.00	LV1	0.00	NM	1	\$750.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$750.00		0.00			
E 24	8	10/01/12	10/04/12	Letterman Letterman	CM	1135p-1237a	MTWT---	:30	2	\$750.00	LV2	0.00	NM	2	\$1,500.00
LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTWT---					2	\$750.00		0.00			
Totals														45	\$76,350.00